



**Town of Hilton Head Island  
Planning & Development Standards Committee  
Special Meeting  
Monday, September 26, 2011 2:00p.m.  
Benjamin M. Racusin Council Chambers**

**AGENDA**

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As a Courtesy to Others Please Turn Off All Cell Phones and Pagers during the Meeting.

**1. Call to Order**

**2. Freedom of Information Act Compliance**

Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

**3. New Business**

**a. Economic Development Educational Program**

A program providing education on economic development roles and functions, including economic development and redevelopment corporations currently utilized in South Carolina communities will be presented. The speakers for the event are:

- Greg Strait, Economic Analyst for the City of Greenville, SC
- David Sebok, Executive Director of Myrtle Beach Downtown Redevelopment Corporation
- Stephen Turner, Economic & Urban Development Director for the City of Rock Hill
- Kim Statler, President of Lowcountry Consulting.

*Presented by: Shawn Colin*

**b. Economic Development Strategy for the Town of Hilton Head Island.**

A presentation and discussion will be facilitated by Town staff to guide Town leadership in outlining an economic development strategy, including recommendations on areas to focus economic and redevelopment efforts, proposed staffing and organizational structure, and economic development program elements

*Presented by: Shawn Colin*

**4. Adjournment**

Please note that a quorum of Town Council may result if four or more Town Council members attend this meeting.



# TOWN OF HILTON HEAD ISLAND

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## *Community Development Department*

**TO:** Planning & Development Standards Committee  
**FROM:** Shawn Colin, AICP, *Comprehensive Planning Manager*  
**CC:** Charles F. Cousins, AICP, *Director of Community Development*  
**DATE:** September 19, 2011  
**SUBJECT:** September 26, 2011 Economic Development Program Workshop

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**Recommendation:** Staff recommends the P&DS Committee outline an Economic Development approach to implement for the Town of Hilton Head Island based on information provided from Economic Development experts and Town Staff during the programmed Economic Development workshop.

**Summary:** An Economic Development workshop is programmed to provide an education of Town Council and Staff on the typical roles and functions of various Economic Development organizations and agencies in South Carolina, as well as determining the most suitable Economic Development strategy to implement for the Town of Hilton Head Island.

Representatives from the Lowcountry Economic Alliance, and the Cities of Greenville, Myrtle Beach and Rock Hill will share their thoughts and ideas through a presentation to the P&DS Committee on the following subjects:

- The role each organization plays in Economic Development in the areas of marketing, recruiting, incentives, public private partnerships, and financing
- The geographic extent of economic development efforts in each jurisdiction.
- The relationship to roles of the City, County and other area Economic Development organizations.
- The support each receives from their host municipality.
- The essential functions of municipal staff.
- Advantages of supporting municipal Economic Development programs via an Economic Development Corporation, Redevelopment Authority.

The speakers for this presentation are:

- Kim Statler Executive Director Lowcountry Economic Alliance
- Greg Strait, Economic Analyst for the City of Greenville
- David Sebok, Executive Director of the Myrtle Beach Downtown Redevelopment Corp.
- Stephen Turner, Economic & Urban Development Director for the City of Rock Hill

After the presentations from guest speakers Town staff will facilitate discussion with the Committee to outline an economic development strategy for the Town of Hilton Head Island. This will include identifying areas to focus economic development and redevelopment; including the role Town staff should play to implement an economic development strategy and the consideration of establishing an Economic Development Corporation or Redevelopment Authority to supplement Town efforts. To assist the Committee in outlining a strategy best suited for Hilton Head Island staff requests the Committee review and consider the following questions in advance of the meeting:

1. What does Economic Development mean in the context of Hilton Head Island?
  - Redevelopment of existing commercial areas
  - Development of smaller scale retail
  - Creation of new employment centers
  - Creating activity centers

2. What properties should be targeted for Economic Development and/or redevelopment?
  - Existing occupied commercial space.
  - Undeveloped commercial properties
  - Vacant businesses or commercial space.
  - Non-commercial properties
3. Should the scope of Economic Development and/or redevelopment be Town-wide or focused on specific areas?
4. What types of assistance should the Town make available?
  - Regulatory: Examples - MID, Graduated Density, TDR's
  - Financial: Examples - Grants, Loans, Infrastructure, Land Assembly/Banking
5. What are the roles of Town and role of other economic development partners (Chamber, Lowcountry Economic Alliance, Local Development Corporation)?
  - Marketing
  - Recruitment/Retention
  - Incentives
  - Public Private partnerships
  - Financing
6. What roles do property owners, tenants, and developers play in creating the strategies?

**Background:** This program is in response to the following items that were included in the Policy Agenda for 2011: Targets for Action by Town Council:

- Top Priority - *Redevelopment Authority/Community Development Corporation: Evaluation and Direction*
- High Priority - *Economic Development Corporation Evaluation.*

A more detailed program outline for the workshop and bios for each speaker are attached:

Please contact Shawn Colin at 341-4696 with questions.



**TOWN OF HILTON HEAD ISLAND**  
**PLANNING & DEVELOPMENT STANDARDS COMMITTEE**  
**ECONOMIC DEVELOPMENT WORKSHOP – PROGRAM OUTLINE**  
**SEPTEMBER 26, 2011 – 2:00PM**

**Objective:** Education of Town Council and Staff on the typical roles and functions of various Economic Development organizations and agencies in South Carolina, as well as determining the most suitable Economic Development strategy to implement for the Town of Hilton Head Island.

**Program Components:**

- Presentations from expert speakers to discuss their roles and functions in economic development, relationships to economic development authority, and/or redevelopment authority, and the typical level of involvement of municipalities in economic development.
- Speakers to address geographic areas of focus for economic development and redevelopment efforts for their respective jurisdictions and the financial resources dedicated for these efforts, including staffing and support for Economic Development Corporations or Redevelopment Authorities.
- Town staff will outline its recommendation on how to accomplish economic development objectives and direction for redevelopment and what the Town has engaged in to date to support economic development.
- Town Council to weigh in on what Economic Development means to the Town, areas to focus economic development efforts, the Town’s specific role in Economic Development, and the tools and organizational structure that are best suited for Hilton Head Island.

**Program Details**

2:00 pm	Welcome and Introduction - P&DS CHAIR
2:05	Overview of Educational Program and Outline of Workshop Goals - Town Staff
2:10	Kim Statler, Executive Director – Lowcountry Economic Alliance
2:30	Greg Strait, Economic Analyst – City of Greenville
2:50	Stephen Turner, Director of Economic and Urban Development – City of Rock Hill
3:10	David Sebok, Executive Director – Myrtle Beach Downtown Redevelopment Corp.
3:30	Break
3:45	Discussion on focus areas, Town’s role and organizational structure to implement Economic Development Strategy for Hilton Head Island – Shawn Colin
4:25	Wrap Up, Town Action Items - P&DS CHAIR
4:30	Program End

**Information for Speakers to Address on their respective economic development efforts:**

1. Geographic extent of where economic development efforts are focused.
2. The role each organization plays in economic and redevelopment and how it relates to roles of the City, County and its Economic Development entity and other area E.D. organizations. What support does each group receive from their host municipality? What are the essential functions of municipal staff?
3. Advantages of implementing Economic Development programs via an Economic Development Corporation, Redevelopment Authority to supplement Town Staff functions.

**The goals of this program for the Town of Hilton Head Island are as followed:**

1. Identify areas to focus economic and redevelopment efforts. Should this include:
  - a. Activity Centers such as Coligny area or Shelter Cove Mall
  - b. Town-wide
2. Gain an understanding of the typical roles of Economic Development Organizations and their relationship to municipal efforts as it relates to:
  - a. Marketing
  - b. Recruiting
  - c. Incentives
  - d. Public Private partnerships
  - e. Financing
3. Select the organizational structure most suited to implement an Economic Development/Redevelopment program. Options include:
  - a. Delegating as a Town Staff Function
  - b. Creating an Economic Development Corporation
  - c. Creating a Redevelopment Authority

**Special Invitees**

- Town Council
- Planning Commission
- LMO Rewrite Committee
- Chamber of Commerce
- Lowcountry Economic Alliance
- Community Foundation of the Lowcountry



**TOWN OF HILTON HEAD ISLAND**  
**PLANNING & DEVELOPMENT STANDARDS COMMITTEE**  
**ECONOMIC DEVELOPMENT SPEAKER BIOS**  
**SEPTEMBER 26, 2011**

**Kim Statler, *Executive Director***  
**Lowcountry Economic Alliance**

Prior to running the Alliance Kim Statler ran the Lowcountry Economic Network (formerly Greater Beaufort-Hilton Head Economic Partnership, Inc.) as Executive Director for four and half years. Prior to joining the Network, Mrs. Statler served as the Executive Director of the Technical College of the Lowcountry Foundation. Before that she was the co-owner of /proz', an economic development consulting firm. During her public sector career, Mrs. Statler served as the Government Relations Director/Legislative Liaison for the Iowa Department of Economic Development and Research Analyst for the Iowa House of Representatives. She also served as a Legislative Aide and Campaign Manager to U.S. Congressman Bill Emerson prior to moving to Iowa in 1995. Mrs. Statler is now Chairman of the Hope Haven Board of Directors, and an active member of the Baptist Church of Beaufort. She has been recognized by the Savannah Business Journal 40 under 40, and is a graduate of the Leadership Beaufort program. Mrs. Statler holds a Bachelor of Science in Political Science and Economics from Southeast Missouri State University and a Masters Degree in Health Care Administration from Des Moines University.

**Greg Strait, *Economic Development Analyst***  
**City of Greenville Economic Development Department**

Greg Strait has worked for the City of Greenville since 1986 and for the City's Economic Development Department since 1993. He is responsible for small business assistance programs, GIS research and analysis, cost/benefit studies of city development projects, demographic and statistical research, database creation and management, and development project coordination. Mr. Strait also serves as the Assistant Secretary/Treasurer of the Greenville Local Development Corporation (GLDC) and manages all programs and activities for this non-profit economic development organization. He represents the City with the ACCESS small business development partnership group and has served on the NEXT Steering Committee through the Greater Greenville Chamber of Commerce. He is a member of the New Markets Tax Credit Program Community Advisory Board and also represents the City in the Infomentum Partnership with the South Carolina Appalachian Council of Governments (SCACOG) and the Greenville Area Development Corporation (GADC) Economic Development Researchers Group. He also served as the Project Manager for the City's Haywood Road Area Master Plan and is the liaison to the Haywood Road Business Association. Mr. Strait completed his B.A. in Political Science at Xavier University and his Master of Public Administration Degree from the University of Cincinnati. Prior to working for the City's Economic Development Department, Mr. Strait was a Management Analyst with the City's Office of Management and Budget where he conducted operational analyses of City departments/divisions including Police, Fire, Purchasing, Sanitation and Public Works.

**Stephen Turner, *Director***  
**City of Rock Hill Economic and Urban Development**

Stephen Turner is an experienced economic developer who has led Rock Hill's sometimes difficult transition from a declining textile manufacturing center to become one of the region's fastest growing cities. His resume includes the development and marketing of four business parks that have attracted thousands of new jobs to Rock Hill. More recently he has focused the community's attention on critical needs in Old Town, the city's historic core. The results include adaptive reuse of several historic textile mills and a resurgent Main Street fueled by dining, entertainment and arts. Stephen is a member of the Board of Directors of the Arts Council of York County. He is a founding member of Historic Rock Hill and has been a leader in the restoration of The White Home, one of Rock Hill's earliest structures. A native of Rock Hill, Mr. Turner earned a B.A. in Urban Studies from Furman University and a M.S. in Economics from UNC-Chapel Hill.

**David A. Sebok, *Executive Director***  
**Myrtle Beach Downtown Redevelopment Corp.**

David Sebok has served as the Executive Director of the Myrtle Beach Downtown Redevelopment Corporation since 2000. Prior to this he was the Director of Community Development, Executive Director of the Economic Development Authority and Deputy City Manager for Brooklyn Park, MN. In this position, Mr. Sebok led and managed the Planning, Environmental Enforcement and Economic Development Divisions for the city and participated in projects that included master planning 3,500 undeveloped acres in the city, a \$40,000,000 outdoor Minnesota Performing Arts Center and other efforts, such as developing innovative financing programs and guiding legislative initiatives. Prior to this, Mr. Sebok also managed planning and design activities for Riverton Properties, Inc. in West Henrietta, NY. In this position he led the master planning efforts for Riverton, a 2,500 acre Title VII "New Community". He also led planning efforts for residential neighborhoods, commercial centers and industrial parks. Mr. Sebok completed his Bachelor of Landscape Architecture from Louisiana State University in 1969 and has been working in the field of planning and economic development for over 40 years.